National Campaigns Targeting Physical Activity and Obesity





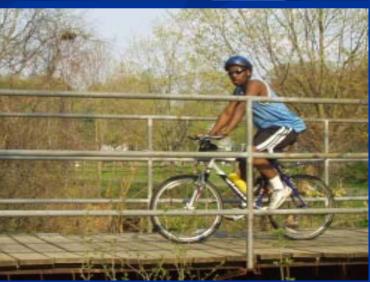


Richard E. Killingsworth, Active Living by Design Molly White, Nike Caryn Altman, Gatorade Tim McDonald, General Motors

National Campaigns Promoting Physical Activity

- Active Living
- America on the Move
- Choose to Move
- **Eat Smart. Play Hard**
- Get Kids in Action
- Girl Power!
- **■** Go Red For Women
- Hearts N' Parks
- **KaBOOM!**
- NikeGO
- Operation FitKids
- P.E. 4 Life
- President's Challenge
- Shape Up America!
- Shaping America's Youth
- Small Steps. Big Rewards
- VERB





Scope of Panel Discussion

- Program Goals
- Interventions
- Desired Outcomes
- Lessons Learned
- Applications

